

PROGRAM SEQUENCE

SEMESTER 1 (4 months)

Term 1: 2 months
 BUS101 Cross-Cultural Communication
 BUS107 Business Correspondence
 BUS109 Workplace Preparation

Term 2: 2 months
 BUS102 Interpersonal Skills for the Workplace
 BUS103 Marketing Essentials
 BUS105 Principles of Management

2 week break

SEMESTER 2 (5 months)

BUS122 Co-op

2 week break

SEMESTER 3 (4 months)

Term 1: 2 months
 BUS104 Organizational Behaviour
 BUS114 Introduction to Accounting
 BUS117 Leadership Skills

Term 2: 2 months
 BUS116 Project Management
 BUS115 Social Media Marketing
 BUS111 Capstone



* course schedule is subject to change without notice

HIGHLIGHTS

- Business projects and real-life workplace simulations provide practice of critical skills required in today's workplace
- Provides students with familiarity of current opportunities in the job market and teaches techniques to secure relevant employment
- Provides students with an essential business foundation and leadership skills
- Full co-op job placement and career development support

PROGRAM DESCRIPTION

The program will provide students with practical skills and strategies as well as specialized knowledge required to be effective leaders and managers. Students will acquire a well-rounded set of essential skills necessary to guide businesses towards meeting their strategic goals. With a focus on real-world business applications of key management concepts, students will develop broad skill sets that may be applied to management, marketing, accounting, communication and leadership.

CO-OP

The Co-op is an integral component of the Commerce and Marketing Co-op Diploma program as it will provide students with an opportunity to integrate academic studies with related employment experience. Students will experience real-world business practices and return to the classroom with new perspectives gained from their employment. Graduates will be able to perform multifaceted business functions such as project management, business analysis, accounting, sales, teamwork, and research to support the marketing activities of an organization.

OVERVIEW

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|---------------------------------|--|
| Program Length | <ul style="list-style-type: none"> • 13 months • Academic: total 630 hours • Co-op: Total 420 hours |
| Potential Career Opportunities | <ul style="list-style-type: none"> • Account Services Representative • Assistant Manager • Administrative Assistant • Assistant Project Coordinator • Retail Management |
| English Admission Requirements | <ul style="list-style-type: none"> • IELTS 5.5 • Vanwest College English Level 6 with a final grade of 75% or above, or • Vanwest College English Placement test: Level 7 |
| Academic Admission Requirements | <ul style="list-style-type: none"> • High School Diploma (Grade 12) or • General Education Development (GED) or • Mature student status |
| Start Date | <ul style="list-style-type: none"> • 2016: September 12, November 7 • 2017: January 3, February 27, April 24, June 19, August 14, October 10, December 4 |
| Fees | <ul style="list-style-type: none"> • Tuition: \$12,730 • Registration Fee: 210 • Test / Assessment Fee: 250 • Total Fee: \$13,190 |
| Credential Upon Graduation | <ul style="list-style-type: none"> • Business Management Co-op Diploma issued by Vanwest College • Reference letter(s) from Co-op work placement |

PROGRAM SCHEDULE

| | MON | TUE | WED | THUR |
|----------------|-----------|--------------|-----------|--------------|
| 3:30 - 6:00 PM | Lecture 1 | Lecture 3 | Lecture 1 | Lecture 3 |
| 6:15 - 8:45 PM | Lecture 2 | Group Work 1 | Lecture 2 | Group Work 1 |
| | | Group Work 2 | | Group Work 2 |
| | | Group Work 3 | | Group Work 3 |



COURSE DESCRIPTION

BUS 101 Cross-Cultural Communication

This highly interactive, face-to-face course provides an understanding of the interpersonal communication skills required to develop constructive relationships in the multicultural workplace. This course explores foundational theory, sources of interpersonal difference and barriers to understanding are examined.

BUS 102 Interpersonal Skills for the Workplace

This highly interactive course provides opportunities for students to develop teamwork, interpersonal, speaking and listening, problem solving, and leadership skills in a face-to-face setting. Core components include foundational interpersonal communications theory, verbal and non-verbal communications skills, and ethical interpersonal behaviour.

BUS 103 Marketing Essentials

This introductory course examines the application, management, and trends of marketing in the Canadian and global marketplace. Students will explore the primary elements of the Marketing mix (Product, Price, Promotion, and Place); how to utilize the elements of the Marketing mix to create value for the customer, and how to satisfy consumer needs.

BUS 104 Organizational Behaviour

This course provides an overview of organizations and management from the behavioural sciences perspective. The course explores factors shaping individual, group, organizational and cultural dynamics. Students will apply the concepts and discuss the various perspectives to better enable them to examine their own behaviour and beliefs.

BUS 105 Principles of Management

This course covers the basic concepts of the management process: planning, organizing, staffing, leading and controlling. Students will develop an overview of the functional areas of business and an understanding of the complex world in which organizational decisions are made. Emphasis is placed on how functional areas are integrated to achieve goals.

BUS 107 Business Correspondence

This "hands-on" course covers communication theory, aspects of written communication, and introduces students to public speaking. On completion of this course, students will be able to: package thoughts clearly, and provide clearer communication of both written and verbal messages, write error free business-related documents.

BUS 109 Workplace Preparation

This course covers basic skills involved in finding and securing employment. The topics in this course all relate to job search strategies, including creating an effective resume, writing a professional cover letter, practicing interview techniques, networking, using the Internet to job search, and understanding labour services.

BUS 111 Capstone Assignment

After completing your Co-op Work Placement, you are required to submit a report summarizing your learning and experience which may include a combination of written report, journal, portfolio, or other media. This will help you create your report.

BUS 114 Introduction to Accounting

This course will introduce the concepts of accounting within the context of business in a Canadian environment. Students develop the ability to prepare and analyze the financial statements of public corporations. Topics include accounting as an information system; introduction to income measure; the accounting cycle; cash and financial statements.

BUS 115 Social Media Marketing

This course provides an overview of social media in order to understand its use in building business relations. Students will explore how to develop social media marketing initiatives that are designed to meet business objectives. Students will learn how to maintain an effective online presence that goes beyond Facebook and Twitter.

BUS 116 Project Management

This course will present the essential skills students need to make effective contributions and to have an immediate impact on the completion of projects. Coverage of the latest business developments and challenges acquaint students with issues such as project constraints, stakeholder issues, the project charter.

BUS 117 Leadership Skills

Students develop strong interpersonal skills and increase their awareness of the importance of people skills in today's organizations. They develop critical core skills along with individual performance through group interactions, role playing, lectures and practice sessions. They will focus on the role of supervisors and managers at the front-line.

BUS 122 Co-op Placement

As an integral part of the Commerce & Marketing Co-op Diploma, the Co-op is designed not only to provide a period of full time productive employment in the Canadian work place, but also enable students to apply classroom theory and skills to that employment. Students will experience real-world business practices and return to the classroom with new perspectives gained from their employment. Students will be able to perform multifaceted business functions in occupations such as: customer and information service representative, retail salesperson, financial support worker, marketing coordinator, project coordinator, advertising assistant, and small business owner.